

What is claimed is:

1. A system for providing laundry additive material to the water during a cycle of a multiple cycle fabric laundering operation carried out in a drum-containing automatic washing machine, which system comprises:
 - a unit dose package containing a laundry additive material;
 - a housing structure into which said additive-containing unit dose package can be inserted, said housing structure being positioned within the drum of said automatic washing machine, said housing structure including a plurality of chambers; and
 - a piercing element in said housing for opening said unit dose package;wherein the chambers are interconnected and arranged such that during a first spin cycle, the additive flows from said unit dose package to a first chamber and, if the additive is not released from the housing after the first spin cycle, during a second spin cycle the additive flows from the first chamber to a subsequent chamber.
2. A system according to claim 1 wherein the system additionally comprises selectively openable aperture for providing gravitational flow of said additive from said housing structure into said washing machine drum when said aperture is open, and when said aperture is closed said additive moves to a subsequent chamber during said second spin cycle.
3. A system according to claim 1 wherein the system includes a centrifugally actuatable valve.
4. A system according to claim 3 wherein the centrifugally actuatable valve includes a knob attached to a spring, and wherein the knob seals an aperture in said housing and during a spin cycle said knob compresses said spring upon application of centrifugal force to open said aperture in said housing.
5. A system according to claim 1 wherein the piercing element includes a tube that is cut at an angle to provide a knife edge for opening the unit dose package.

6. A system according to claim 2 wherein the selectively openable aperture is in the base of the first chamber.
7. A system according to claim 1 wherein said unit dose package contains one compartment for additive material.
8. A system according to claim 1 wherein said unit dose package contains two compartments for additive materials.
9. A system according to claim 1 wherein said unit dose package is constructed from thermoformed polymeric material.
10. A system according to claim 1 wherein said unit dose package is constructed at least in part from flexible polymeric material.
11. A system according to claim 1 which delivers from about 5 to 50 grams of rinse additive material to one rinse cycle during said fabric laundering operation.
12. A system according to claim 8 wherein the additive drains immediately from one of the compartments when the package is opened.
13. A system according to claim 12 wherein said second chamber includes a selectively openable aperture at the base of said second chamber.
14. A system according to claim 13 wherein a centrifugally actuatable valve is in an inside wall of said second chamber and said centrifugally actuatable valve controls the flow of said additive to said third chamber.
15. A system according to claim 14 wherein said third chamber comprises at least one opening at the base of said third chamber.

16. A method for introducing laundry additive material into the water during a cycle which occurs in a multiple cycle fabric laundering operation carried out in a drum-containing automatic washing machine, which method comprises:

providing a unit dose package containing a laundry additive material;

providing a housing structure into which said additive-containing unit dose package can be inserted, said housing structure being positioned within the drum of said automatic washing machine, said housing structure comprising a plurality of chambers and a piercing element in said housing for opening said unit dose package, wherein the chambers are interconnected and arranged such that during a first spin cycle, the additive flows from said unit dose package to a first chamber and if said additive is not released from said housing after said first spin cycle, during a second spin cycle, said additive flows to a subsequent chamber.

running said automatic washing machine through one or more spin cycles to thereby apply centrifugal force to said additive-containing unit dose package within said housing structure, said centrifugal force serving to move the contents thereof into said first chamber of said housing structure and hold said contents within said first chamber during said first spin cycle, and thereafter said additive flows from said first chamber to a subsequent chamber during a second spin cycle.

17. A method according to claim 16 wherein said structure additionally comprises selectively openable aperture for providing gravitational flow of said additive from said housing structure into said washing machine drum when said aperture is open, and wherein when said aperture is closed said additive moves sequentially to a subsequent chamber during a second spin cycle.

18. A method according to claim 16 wherein said structure includes centrifugally actuatable valve.

19. A method according to claim 18 wherein said centrifugally actuatable valve includes a knob attached to a spring, and wherein said knob seals an aperture in said housing and during

a spin cycle said knob compresses said spring upon application of centrifugal force said aperture in said housing.

20. A method according to claim 16 wherein the piercing element includes a tube that is cut at an angle to provide a knife edge for opening the unit dose package.

21. A system according to claim 16 wherein said housing structure is attached to a specific location within said washing machine drum where it stays for the duration of the laundering operation.

22. A method according to claim 16 wherein said unit dose package contains one compartment for rinse additive material.

23. A method according to claim 16 wherein said unit dose package contains two compartments for rinse additive material.

24. A method according to Claim 16 wherein said unit dose package is rigid and constructed from thermoformed polymeric material.

25. A method according to claim 16 wherein said unit dose package is constructed at least in part from flexible polymeric material.

26. A method according to claim 16 which delivers from about 5 to 50 grams of rinse additive material to one rinse cycle during said fabric laundering operation.